

The background is a dark blue field filled with a dense, ethereal cloud of bright blue and white particles, resembling a nebula or a digital data stream. A prominent, glowing blue arch, composed of concentric lines, is positioned on the right side of the frame. The text is rendered in a clean, white, sans-serif font.

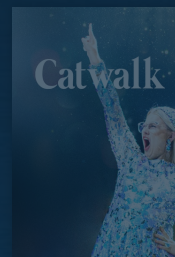
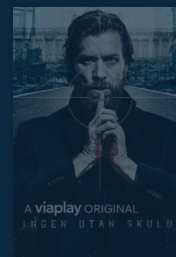
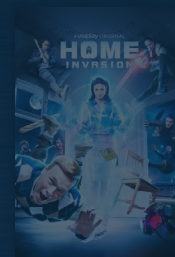
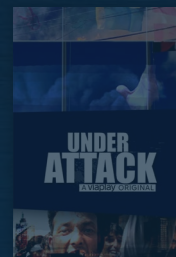
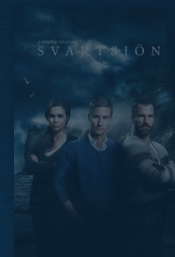
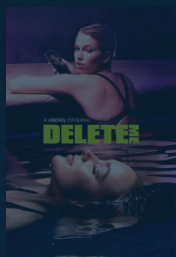
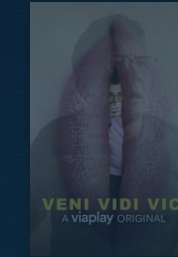
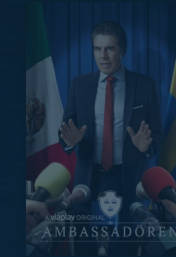
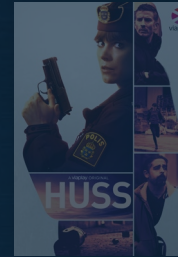
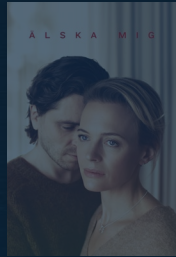
# The international expansion story so far

Anders Jensen, President & CEO





# The international streaming challenger



# We have the capabilities to succeed



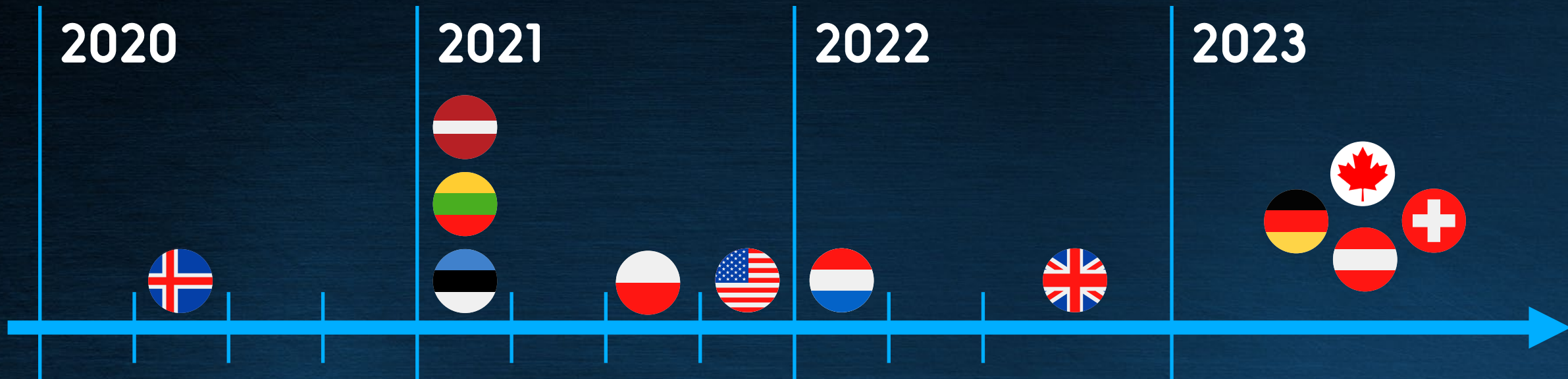
Streaming is  
the future

Best in class  
platform &  
product

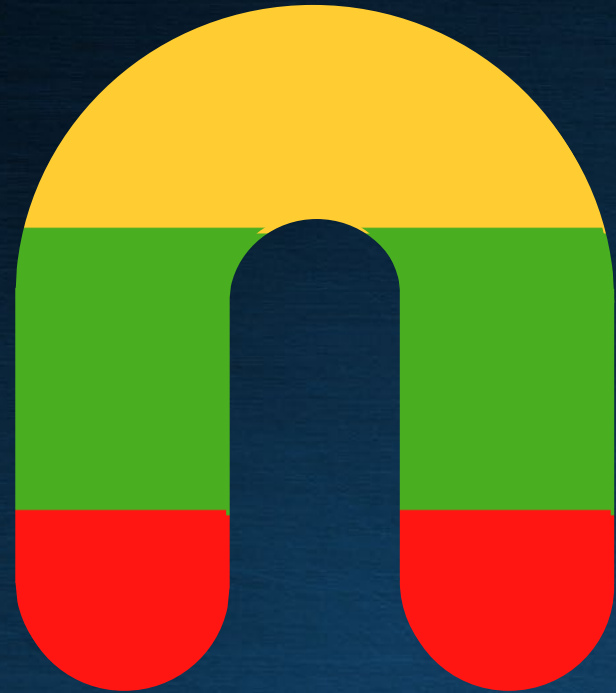
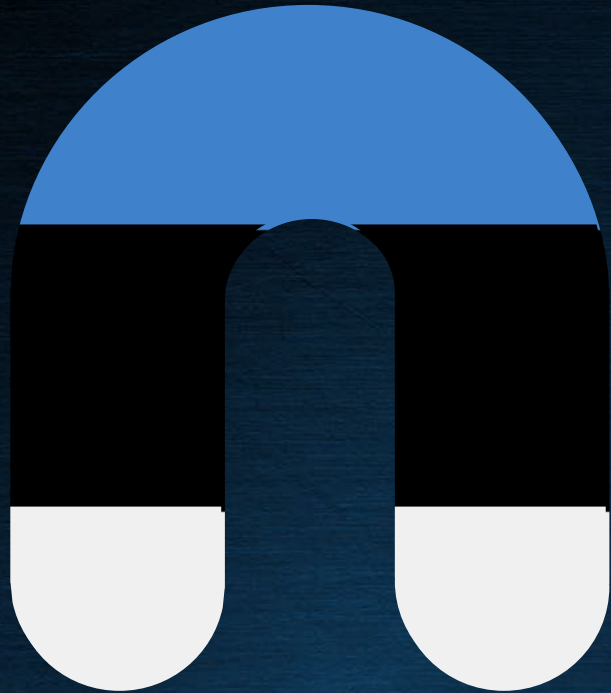
Long term  
content &  
distribution  
partnerships



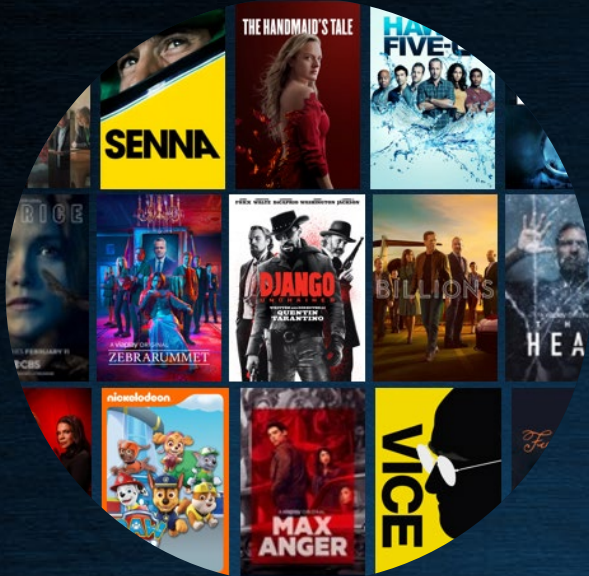
# We have only just begun



# March 2021



# Attractive customer offer



Movies & Series



Sport

One package

€9.99  
per month

Price

tet  
elisa

Partners



# The story so far



## D2C balance



Launch

Today

## Most watched sports

Formula 1  
NHL Live  
Formula 2  
Bundesliga  
Highlights from NHL  
Golf Major  
Formula 3  
Pool  
Championship  
Champions League  
Football World Cup Qualifiers

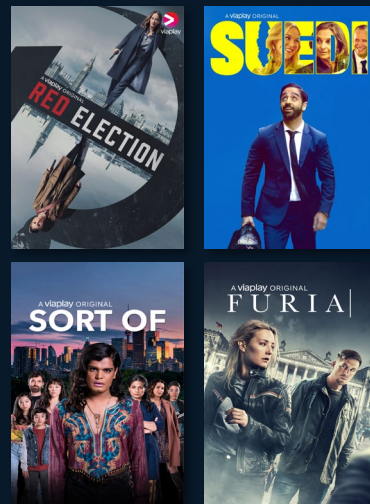
## Top title selection

Bad Boys For Life  
Jumanji: The Next Level  
Bloodshot  
The Addams Family  
Max Anger  
The Good Doctor  
Spider-Man: Homecoming  
The Emoji Movie  
Those Who Kill  
Partisan  
SpongeBob SquarePants

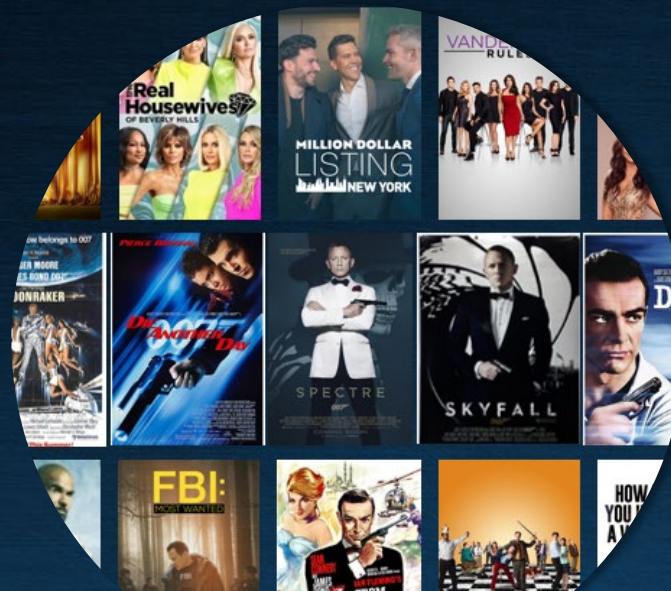


# Premier League

## Sport



## Originals



# Studios



# August 2021



# Attractive customer offer



Movies & series



Sport

One package

34 zł  
per month

Price



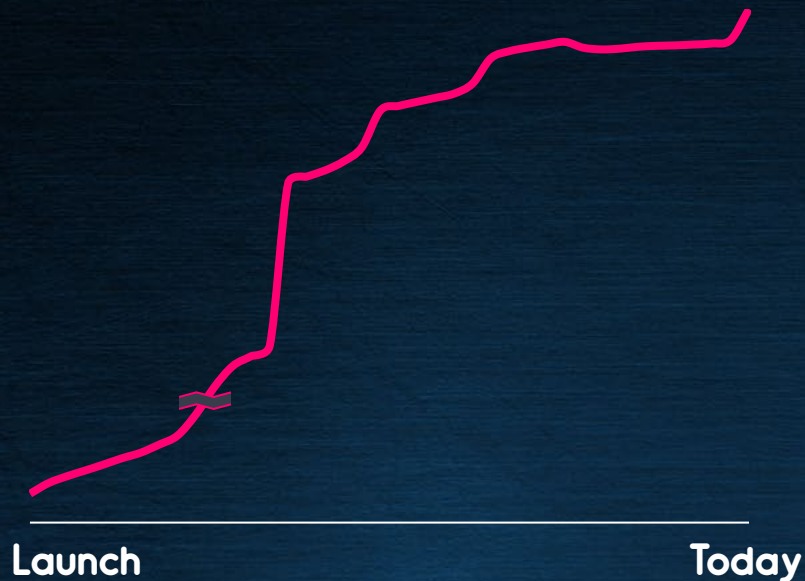
Partners



# The story so far



## D2C balance



## Most watched sports

Bundesliga  
Highlights from Bundesliga  
2. Bundesliga  
Football World Cup Qualifiers  
Snooker  
UEFA Europa League  
Frauen-Bundesliga  
Women Serie A Femminile football  
FA Women's Super League  
W Series  
Motocross

## Month 1 top title selection

John Wick: Chapter Two  
[Those Who Kill](#)  
After  
The Good Doctor  
[Honour](#)  
FBI: Most Wanted  
Walker  
SEAL Team  
Bron  
[The Head](#)  
Clarice

# Coming soon



Premier  
League



Sport



Originals



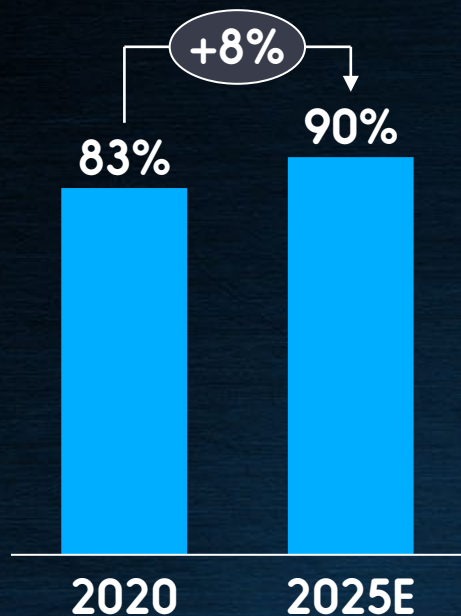
Studios



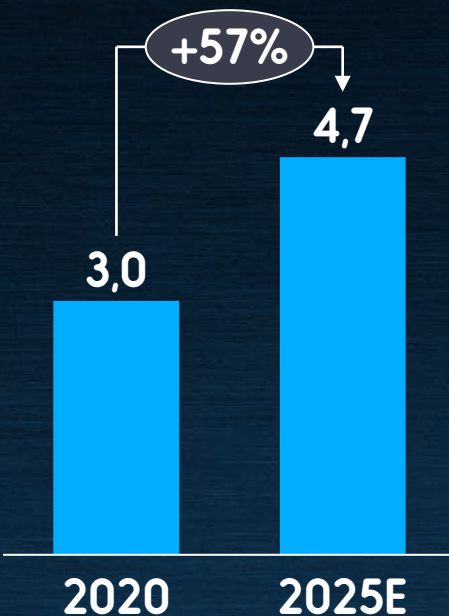
# December 2021



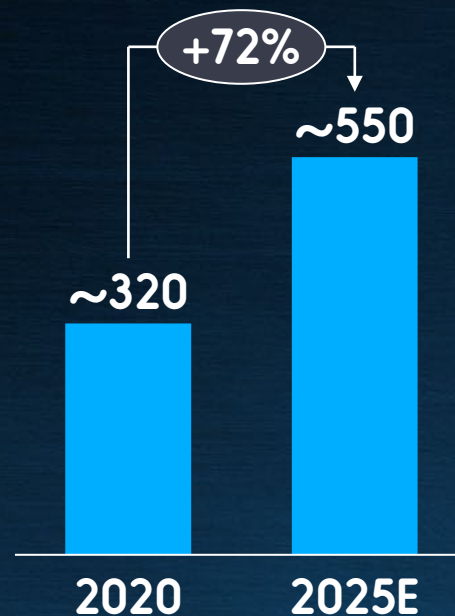
# 130 million households



SVOD  
penetration



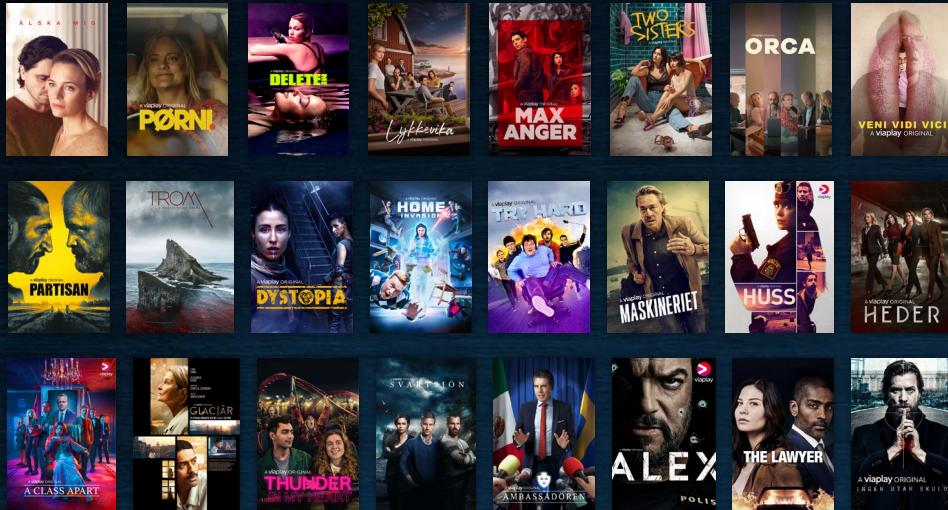
SVOD subs per  
SVOD  
household



Number of  
subs

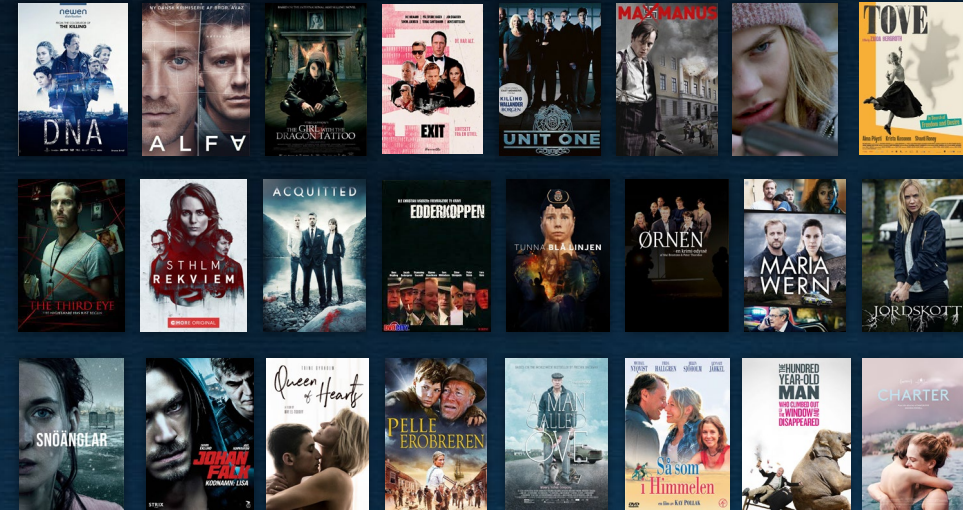


# We bring the Best of Nordic Storytelling



ILLUSTRATIVE

400 hours of  
Viaplay Originals



ILLUSTRATIVE

1000 hours of  
3<sup>rd</sup> party content



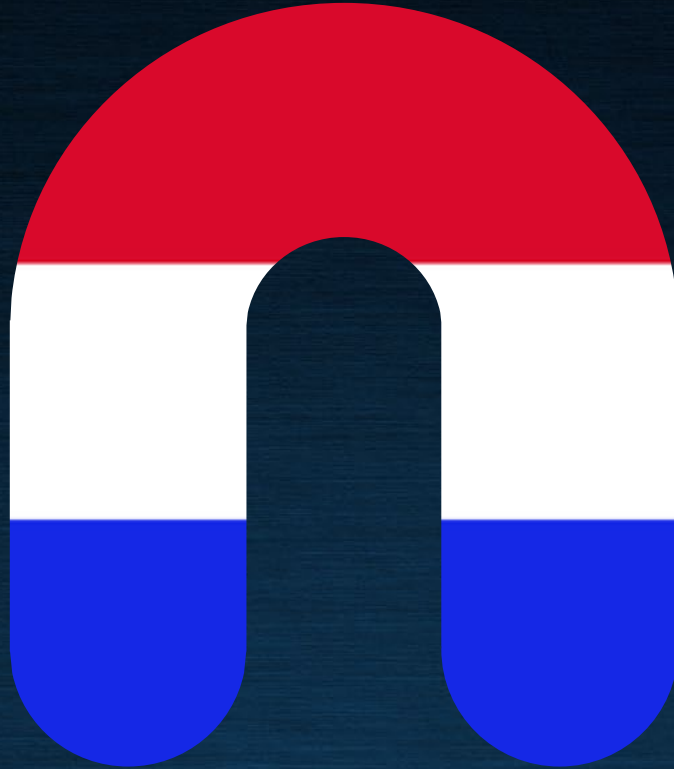
# Distributed through partners





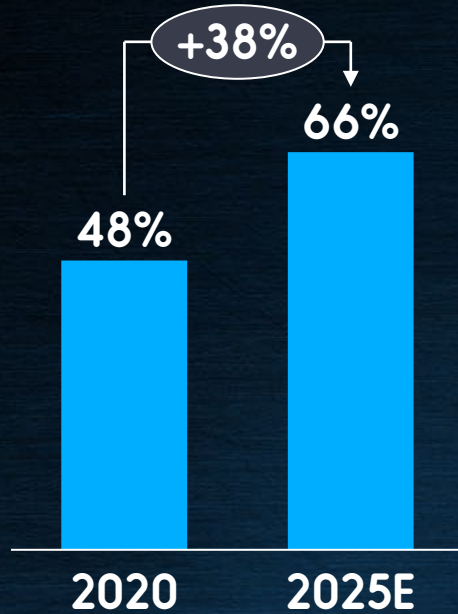
**\$4.99**  
per month

# Q1 2022

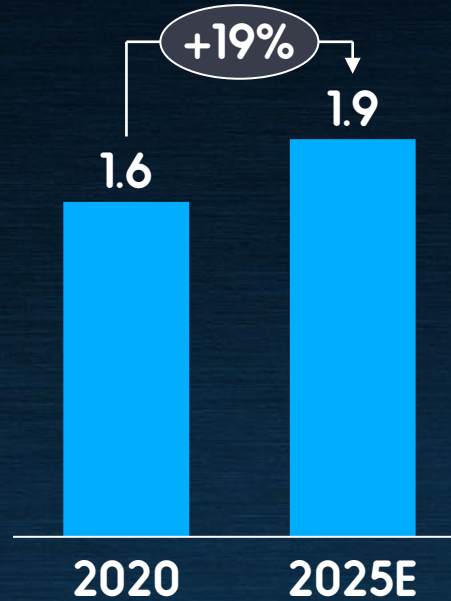




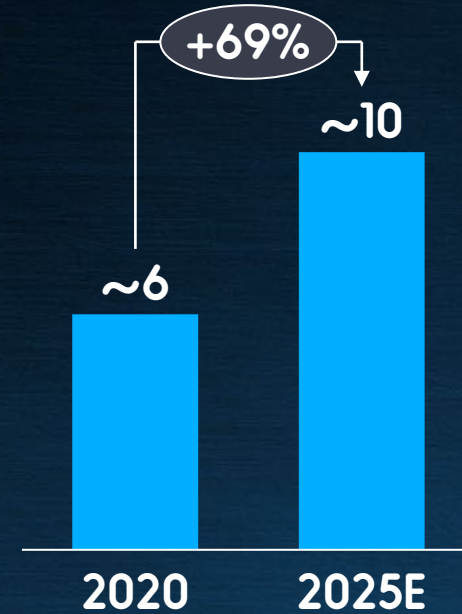
# 8 million households



SVOD  
penetration



SVOD subs per  
SVOD  
household

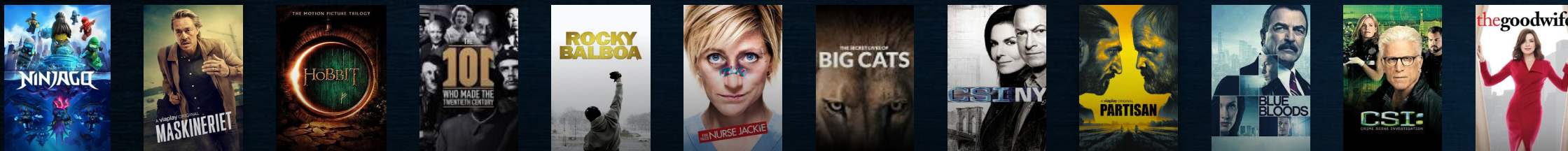


Number of  
subs

# Top tier sport rights







ILLUSTRATIVE

# Key takeaways



5 successful  
launches



On track for  
USA & Netherlands



500k subscribers  
by end of 2021